

DOCENTE	Francesca Neiviller
DISCIPLINA	Inglese
CLASSE	5AT

Libro di testo	Map the world
-----------------------	---------------

MODULO 1:International tourism		
UNITA' DIDATTICHE	COMPETENZE	CONTENUTI
Tourism in the world Tourism after COVID-19	Being able to analyse international tourism the main international organizations: UNWTO UNESCO the transport system	Example of international tourism The UNWTO- The UNESCO The touristic flows The touristic balance Different types of accommodation Different types of transport: air, sea. Land Tourism after COVID-19
Tourism and different types of attractions	Choose different types of attractions	Example of attractions: natural, cultural and historical

MODULO 2: Tourism and marketing		
UNITA' DIDATTICHE	COMPETENZE	CONTENUTI
Tourism and marketing	Being able to write a brochure or a leaflet	Marketing and market research SWOT analysis Marketing mix Transport: brochures and leaflets
Customer care	how to behave with customers	The ethical code Different types of customers
Tourism communication	How to do Phone calls How to write a business email	Phone calls for different types of situations: booking, cancellations, confirmations, complaints. Writing emails for different types of situations: booking confirmation cancellation, complaints

MODULO 3: Tourism in Europe-UK- USA		
UNITA' DIDATTICHE	COMPETENZE	CONTENUTI
Cultural Activities in Europe- UK- USA	How to write an itinerary Brochures and depliants Tour organization	The main European cities- UK cities- The main American cities Itineraries Brochures Tours Describe a festival event- a themed tout
Cultural Activities in Europe- UK- USA	How to write a circular letter A website or app	A circular letter A website or app

MODULO 4: The European Union		
UNITA' DIDATTICHE	COMPETENZE	CONTENUTI
Unità 1: The European Union	Understand and talk about the European Union	The European Union its organization and how it works- Brexit